History of Graphic Design
Art 3600
Tuesday 7:00–10:00 PM
Jan. 13–May 5, 2015
ART 158

Instructor
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Texts

Lecture, Quiz & Reading Schedule

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Lectures
A slide lecture will be presented in each class period, which should be considered a summary of the most important material for quiz and textbook studies.

Quizzes
Frequent quizzes are given at the beginning of the class period covering previous lectures and reading assignments from the Meggs text (Looking Closer essays are not quizzed). Quiz are primarily objective style; matching, fill-in-the-blank, true/false or short paragraph essay. Makeup quizzes are not available, however one quiz may be missed without penalty. If all quizzes are taken, the lowest score will be dropped. Use "Terms & Names You Should Know" as a study guide for quizzes.

Essay
A written essay and class presentation on readings from the Looking Closer text is due two weeks before the final exam with an abstract due four weeks prior. See reverse side for specific instructions regarding essay. Both the essay and the class presentation must be printed up, attached and turned in together on due date.

Final Exam
The final will consist of a visual matching identification of 125 of the most important images studied through the course. The images are all selected from the textbook. The test format allows for unlimited review of the images during identification. A list of all of the images on the final will be provided well in advance of the exam.

Grading
Grades will be determined on a modified curve with quizzes accounting for 40%, the essay for 25%, the final for 25% and attendance 10%
Objective

The objective of this assignment is to deeply analyze the essay(s) of your choice from Looking Closer 3 and to illustrate your understanding of the theories and concepts presented by writing your own essay and expressing your own opinions, thought and analysis. You will further share your understanding with the class in the form of short lecture and presentation on your chosen essay(s).

Task/Process

The process is as follows:

1. Choose an essay (and related essays) from Looking Closer 3 for your analysis. You should choose a subject that not only is appealing, but for which you feel some passion; for the subject matter, the author or the style. Other essays from the text which have opposing or supporting points of view should be considered and included. The syllabus shows each essay's subject or author relationship to the correlated lecture/reading from the Meggs text, which should also be consulted for further understanding and context.

2. Identify your selected Looking Closer 3 essay(s) and prepare a one or two paragraph abstract summary of the intended subject and submit for approval on appointed day.

3. After approval, elaborate by identifying and explaining the specific concepts, theories and ideas from your chosen essay(s).

4. Analyze the essay(s) as it relates to the concepts. An analysis goes beyond simply stating what the content of the text is. It should identify subtle and overlooked ways in which the essay creates, perpetuates or challenges beliefs, values and attitudes and then elaborate on their significance.

Writing Guidelines

Do not write with the assumption that the reader will “know what you mean,” “get it,” without elaboration, or “fill in the blanks”. Your task is to illustrate that you “know” and “get” the concepts and their implications.

The completed paper must be a minimum of 1,500 words long. Use correct punctuation, spelling, organization, grammar and syntax. Use citations and references in correct form for any words or ideas that are not originally yours. Number your pages. Include a title, date and your name.

Since the essay is relatively brief, it should be clearly organized and sharply focused. Your essay should include the following in an identifiable form:

Introduction: 1) introduce topic 2) thesis statement 3) preview of main points/ideas

Body: 1) identify and explain chosen text 2) identify and define concepts 3) include theoretical/conceptual support 4) identify significance and implications

Conclusion: summary of 1) thesis 2) relevance of concept/issues 3) implications

Read and edit your final draft for clarity, brevity and organization in addition to grammar and spelling.

Though you will not be graded on design, the essay should use sensitive and appropriate typography and layout and suitably recognize the page, margins and columns. The default style of Microsoft Word documents does not meet those criteria. However, fancy binding and visuals are not necessary.

Class Presentation

Present the main concepts of your essay to the class in the form of a visual/verbal presentation using PowerPoint, Keynote or with a PDF. Bring your presentation on a USB drive. Present for 10 minutes with another 2 minutes for Q&A. Presenting to the class is not required and all may not have time to do so, however to get the full presentation points, you must both present to the class and hand in a printed copy of your presentation. The same design guidelines apply to the visual presentation as to the essay.

Essay Grading

The essay counts for 25% of your final letter grade, with 5% (5 points) for the abstract, 5% (5 points) for the presentation and 15% (15 points) for the finished essay. Please feel free to discuss any aspect of your essay with me in advance of the due date. Late papers will receive a penalty of 5 points. No papers will be accepted after Apr 29.